

Job title	Fundraising Assistant
Reporting to	Head of Philanthropy
Salary	£27,000 per annum
Hours	37.5 per week
Location	Hybrid – with 2 days (currently Wed and Thursday) in the BAT Office in White City, West London.

Job purpose

The role of the Fundraising Assistant is to support the Fundraising Teams to generate new income and grow income from existing supporters, and support in the delivery of events and activities.

Key responsibilities

Support with donor fundraising

- Provide operational support to the Fundraising Relationship Managers to ensure they are equipped to make new asks, renewals, and secure additional fundraising opportunities from donors.
- Prepare collateral and communications for Fundraising Relationship Managers to ensure supporters and prospects are engaged. This includes preparing meeting briefings and profiles.
- Maintain accurate records on CRM system.

Prospect research and due diligence

- Carry out due diligence on prospects and supporters, as requested by the Fundraising Relationship Managers and in accordance with BAT procedures.
- Conduct research on prospects and supporters, as requested by the Fundraising Relationship Managers and in accordance with BAT procedures.

Administrative Support

- Diary support for the Executive Director, arranging external and internal meetings
- Supporting the Fundraising Director with the organisation, execution and administration of internal Fundraising Directorate meetings
- Communicating with donors and board members
- Financial reconciliation of corporate credit card and expenses
- Arranging international travel, accommodation, visas.
- Booking meeting rooms.

Monitoring and reporting on supporter engagement and KPIs

- Ensure all Fundraising Relationship Managers are accurately recording data on Salesforce on supporter and prospect engagement and the progression of asks.
- With the guidance of BAT's Salesforce Lead, run reports and provide insight on supporter and prospect engagement, and progression of opportunities.
- Help identify best practice to ensure effective supporter engagement.

Thanking and banking

- To deliver a systematic 'thanking and banking system', ensuring:
 - thanking of donors is timely and genuine, and from appropriate seniority.
 - invoicing is processed in a timely and accurate manner, payments are tracked, chased and debtors are monitored accordingly.
 - Ensure Salesforce records are updated in a timely and accurately manner.

Support in the delivery of stewardship plans

- Support in the delivery of stewardship plans to engage existing supporters ahead of renewal, upsell and cross-sell asks, including physical events

- Support Fundraising Relationship Managers to systematically implement their engagement plans.

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Delivery of fundraising events

- Support in the delivery of BAT fundraising events. Monitor inboxes, RSVPs and create event biographies
- Support in the preparation for events, support in the delivery against clear project plans.

Finance monitoring

- Monitor and report existing supporter income and successful new asks to supporters.
- Work with the Finance Team to produce monthly variance reports on supporter and prospect income.
- Work with the Finance Team to ensure timely processing of invoices and systematic payment monitoring.

Skills and experience

Excellent writing and communication skills	Essential
Excellent organisational skills, comfortable working in a fast-moving, flexible environment	Essential
Excellent Microsoft Office skills and experience	Essential
Relevant academic degree or equivalent experience	Essential
Experience of supporting Major Donor Income and events-focused supporter teams	Desirable
Experience of communicating with customer in writing, in person and via (video) calls	Desirable
Experience of Customer Relationship Management systems, preferably Salesforce.	Desirable
Experience of using Microsoft Excel and other tools for financial reporting and adjacent tasks	Desirable
Experience of conducting prospect researching and due diligence	Desirable
Understanding of the British Asian diaspora and their motivations for donating to charity.	Desirable
Have an active interest in the charity sector and/or international development.	Desirable